

## GOVERNMENT OF ANDHRA PRADESH

### ABSTRACT

IT Promotion – ESD (MeeSeva) – Issue of TV Scrolls pertaining to Mee Seva to two Electronic Media Channels (Telugu TV News Channels) - Sanction and release of an amount of Rs.7,75,284/- (Rupees Seven Lakhs Seventy Five Thousand Two Hundred and Eighty Four only) to various agencies – Orders – Issued.

### INFORMATION TECHNOLOGY AND COMMUNICATIONS (Promotions) DEPARTMENT

**G.O.Rt.No. 44**

**Dated: 08.03.2013**

**Read the following:**

- 1) From the Commissioner, ESD (MeeSeva) P.O.No.0308/PRO/2012-13, dt: 05.09.2012, 26.09.2012 & 02.11.2012 addressed to Commissioner, I&PR Dept.
- 2) Lr.No.0011810/VE/2012-1,dt:07.09.2012, 06.10.2012, 06.11.2012 of Commissioner, I&PR Department, Hyderabad.
- 3) From M/s. Eenadu Television Private Limited, Invoices dt:15.09.2012, 13.09.2012, 15.10.2012, 31.10.2012, 15.11.2012, 30.11.2012, & 15.12.2012.
- 4) Lr.No.0011810/VE/2012-3, dt: 06.11.2012, of Commissioner, I&PR Department, Hyderabad
- 5) From M/s.Indira Television Limited, Invoices dt:10.11.2012, 20.11.2012, 30.11.2012, 10.12.2012.
- 6) From the Commissioner, ESD (MeeSeva), Lr.No.0308/PRO/2012-13, dt: 26.02.2013.
- 7) G.O.Rt.No.2502, Finance (EXPR.GAD-II) Department dt:19.05.2012.
- 8) U.O.Note No.918/IT&C/Budget/2012, IT&C Dept, dt:22.05.2012.

### **ORDER:**

Vide first read above, Director, ESD (Mee Seva), informed that as per the time to time orders of Government, a TV Scroll is being run in five leading news channels about availability of services in Mee Seva centres. The TV Scroll is being run in ETV2, TV9, TV5, NTV and Sakshi TV. The scrolling purchase order to the above channels is being extended through I&PR Dept and from time to time the period of TV Scroll is extended upto December, 2012 and accordingly requisite Purchase order has been placed by the Director, ESD (Mee Seva).

2. Accordingly, vide sixth read above, Director, ESD (Mee Seva) requested to release the payments directly to the channels as mentioned hereunder:

S.No.	Name of the channel	Name of the Agency	Amount (Rs.)
1	ETV 2 (for 3 months)	Eenadu Television Private Limited	6,06,744
2	Sakshi TV (for 1 month)	Indira Television Limited	1,68,540
	<b>TOTAL</b>		<b>Rs.7,75,284</b>

3. Government, after careful examination, hereby accord, sanction and release an amount of Rs.7,75,284/- (Rupees Seven Lakhs Seventy Five Thousand Two Hundred and Eighty Four only) to the agencies as mentioned at Para.1 above towards TV Scrolling advertisement charges.

4. The amount sanctioned and released at Para.2 above shall be debited to the following Head of Account:

3451	:	Secretariat Economic Services
MH 090	:	Secretariat
GH (11)	:	Normal State Plan
SH (22)	:	IT&C Department
260	:	Advertisements, Sales and Publicity Expenses

**P.T.O.**

::2::

5. The Joint Director & DDO, IT&C Department shall draw the amount of Rs.7,75,284/- (Rupees Seven Lakhs Seventy Five Thousand Two Hundred and Eighty Four only) sanctioned in Para.2 above and arrange for payment after duly applying the TDS in favour of the respective agencies as mentioned here under:

S.No.	Name of the Agency	Amount (Rs.)
1	Eenadu Television Private Limited	6,06,744
2	Indira Television Limited	1,68,540
		<b>Rs.7,75,284</b>

6. The above agencies shall submit an advance stamped receipt for the amounts sanctioned to them, to the Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**SANJAY JAJU**  
**SECRETARY TO GOVERNMENT**

To  
M/s. Eenadu Television Private Limited, Hyderabad  
M/s. Indira Television Limited, Hyderabad  
The Accountant General (Audit), Andhra Pradesh, Hyderabad  
The Accountant General (A&E), Andhra Pradesh, Hyderabad  
The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad  
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad  
The Pay and Accounts Officer, Andhra Pradesh, Hyderabad  
The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad  
The JD & DDO, IT&C Department

Copy to:  
The Director, ESD (Mee Seva), Hyderabad  
Fin. (EXPR-GAD II) Department  
S.F./Spare

// FORWARDED : : BY ORDER //

**SECTION OFFICER**